

# Shopping lifestyle as mediating between hedonic shopping on impulse buying online at marketplace

*by* Viajeng Purnama Putri

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**ABSTRACT**

This study is to test the effect of hedonic shopping, shopping lifestyle to impulse buying online. This research sample of 100 respondents, taken based on purposive sampling. The data analysis uses PLSsoftware3. This path analysis technique will be used in testing the amount of contribution shown by the path coefficient on each path diagram of the causal relationship between variables Hedonic shopping (HS), Shopping Lifestyle (SL), on Impulse Buying (IB). Hedonic shopping support have a positive and significant effect on impulse buying. Positive shopping lifestyle effect on impulse buying and shopping lifestyle able to mediate the effect between hedonic shopping on impulse buying. Hedonic shopping and shopping lifestyle had positively and significantly influenced the consumer's responses to impulse buying.

**Keywords:** Hedonic shopping, shopping lifestyle, impulse buying.

**INTRODUCTION**

Technology developments have affected Indonesian society in general with the use of the internet in everyday life. Internet is used to access all kinds of information, from political, economic, social and cultural. Based on data from APJII, it shows that internet usage in Indonesia in 2018 was 64.8%. The internet is not only for searching information and communication tools, but also for using the internet for trading or transacting online. Trade transactions through online that connect between sellers and buyers are known as e-commerce(Rutuja et al., 2020). Online shopping makes it easy for consumers to take advantage of shorter shopping time without going around shopping centers looking for the desired itemKahraman (2017). Access to various online stores can be done in a short time by visiting many online stores at once.

Mobile phones make it easier for consumers to access online shops that are widespread online. Not only easy access and transactions, online shops sometimes also offer special prices for each product and certain brands with product models that have many choices to attract consumersPark & Kim (2003). Ease of accessing online stores anywhere and anytime, most important being connected to the internet affects the shopping style of consumers and ultimately encourages or influences consumers to

make unplanned purchases (Saputra et al., 2020), (Dash, 2019). The behavior of consumers who make unplanned purchases is known as impulse buying. This unplanned purchase happened suddenly without going through much consideration of the consequences, which usually happens to new products such as new products launched at promo prices (Zhang et al., 2018).

These purchases are driven by consumer behavior which broadens the focus into a strong impulse that appears instantaneously in purchasing behavior. This is due to the rise of e-commerce and the constant buying of something nowadays, followed by financial technology startups that have dominated the feeling and excitement of being sated. Unplanned purchases are another form of consumer buying patterns that are not specifically planned. Consumers making impulsive purchases will tend not to consider the consequences (Aragoncillo & Orús, 2018), (Akram et al., 2018), (Himawari et al., 2018). The value of impulsive spending is increasing in line with economic progress and people's lifestyles. In line with that, many studies have looked at the factors driving impulsive consumer shopping behavior (Dodoo & Wu, 2019). According to (Stieler & Germelmann, 2016), impulse buying behavior is influenced by hedonic shopping value. Hedonic shopping value reflects the shopping potential and emotional value of consumers in shopping, as for most people shopping is fun, joyful and can relieve stress. Consumers are more likely to engage in impulse buying behavior when they are motivated by hedonic needs and desires, such as pleasure, fantasy and social or emotional gratification. Hedonic shopping value also affects consumer shopping lifestyle, where shopping lifestyle reflects a person's choice of spending time and money. Online shopping provides convenience that can save consumers shopping time, where in a relatively short time they can explore many online stores at once. This provides a distinct experience for online shop consumers.

## LITERATURE REVIEW

Impulse buying is buying behavior in which consumers do not consider buying, or consider buying, but have not yet decided what product to buy. In purchasing products, one consumer's behavior can be very different from another. One group of buyers may plan their purchases carefully before going to the store, so this group tends to carry a shopping list (Chan, Cheung, & Lee, 2017). According to (Verplanken & Herabadi, 2001) There are two important aspects in impulsive buying, namely: a. cognitive: This aspect focuses on the conflict that occurs in individual cognitive which includes: 1) Purchasing activities that are carried out without considering the price of a product. 2) Purchasing activities without considering the use of a product. 3) Individuals do not do product comparisons. (Affective): This aspect focuses on the emotional condition of consumers which includes: 1) The urge to immediately make a purchase. 2) There are feelings of disappointment that arise after making a purchase. 3) There is a purchase process that is carried out without planning. Impulse Buying Dimensions According to (Verhagen & Van Dolen, 2011) states that there are three dimensions of impulse buying, which consist of: 1. Spontaneity 2. Unplanned purchases 3. On-site decision making.

Shopping lifestyle according to Japariato (2011: 33), is an expression of lifestyle in shopping that reflects differences in social status. The way we shop reflects status, dignity, and habits. Shopping lifestyle shows the way someone chooses to

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allocate income, both in terms of allocating funds for various products and services, as well as certain alternatives in the differentiation of similar categories (Japariato 2011: 12). From these definitions, a shopping lifestyle is how a person spends their time and money, which of these activities can reflect a person's status, dignity and habits. Shopping Lifestyle Dimensions According to Liu & Tsai (2010) said the shopping lifestyle is conceptualized into three dimensions as follows: 1. Activities 2. Interest 3. Opinions

Hedonic Shopping, shopping for everyone is a fun activity. In every person, of course, has a hedonistic nature. This hedonistic nature appears when someone is in a shopping center. According to Scarpi (Scarpi, 2006) argues that hedonic shopping describes the value of a shopping experience that includes fantasy, censorship of stimulation, joy, pleasure, curiosity and delusion of joy. According to (Kusuma et al., 2013) There are several categories of hedonic shopping including adventure shopping, which is shopping for a trip, done for adventure and experiencing a different world, and gratification shopping, which is shopping done with the aim of relieving stress, reducing boredom, and to please yourself. When consumers are hedonic, consumers no longer think that the products they buy have an advantage or benefit for them. A person's shopping style is determined by shopping motivation where a consumer who has a high hedonic motivation, there is a possibility that his shopping style is also getting more and more excessive" (Lumintang, 2012). Hedonic consumption reflects an instrument that directly presents the benefits of a shopping experience, such as pleasure and novelty (Samuel, 2005).

According to (Arnold & Reynolds, 2003) there are several categories of hedonic shopping including adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, value shopping. Based on the literature review and the previous studies about e-servicescape, perceived service quality, and intention to use, so the hypotheses that proposed in this study are H1. Shopping Lifestyle has a positive and significant effect on impulse buying. H2. Hedonic Shopping Value has a positive and significant effect on impulse buying. H3. Hedonic Shopping Value has a positive and significant effect on Shopping life style. H4. Shopping lifestyle could mediate the influence of the Hedonic Shopping value to impulse buying. The research framework of this study, as seen in Figure 1.

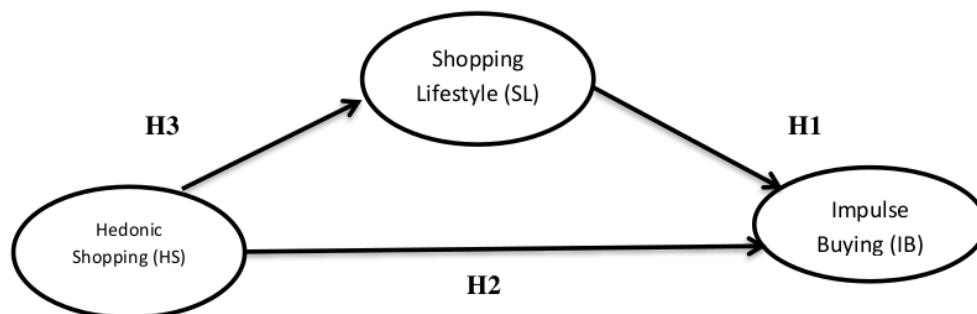


Figure 1. Research Framework

## RESEARCH METHOD

The type of research used in this research is explanatory research. This explanatory research is intended to determine the size of the influence between the independent variable and the dependent variable. The population in this study were all online consumers whose numbers were not known with certainty (indefinite). The number of samples is 100 respondents. The sampling technique used accidental sampling and purposive sampling, namely using certain conditions such as: (1) at least 18 years-50 years old (2) having made unplanned purchases at least 2 times a year in an online shop. The data of this study was measure in 5 rates Likert's scale and then analyzed using Partial Least Square Method with SmartPLS3 software.

## RESULT AND DISCUSSION

The collected data in this study were analyzed using Partial Least Square Method with SmartPLS3 software. it is necessary to test the validity and reliability of the data that will be used in the analysis. Referring to Holmes-Smith (2001), an indicator is declared valid if the t-statistic value is  $> 1.96$ . The criteria of this test are the outer loading coefficient, or the loading factor of each item must be greater or equal than 0.700 (Hair, Hopkins, & Kuppelwieser, 2014). An instrument is reliable when it has composite reliability and Cronbach Alpha's value is greater or equal than 0.700. And the value AVE must be greater or equal than 0.500 (Hair et al., 2014). Validity testing for the questionnaire instrument is shown in Table 1 below, it is known that the entire questionnaire instrument is valid.

**Table 1.** Validity Test

	Outer Loading	STDEV	t- Statistics	p-value
HS1 $\leftarrow$ HS	0.851	0.030	28,222	0.000
HS2 $\leftarrow$ HS	0.922	0.015	60,989	0.000
HS3 $\leftarrow$ HS	0.719	0.066	10,968	0.000
HS4 $\leftarrow$ HS	0.776	0.030	25,876	0.000
IB1 $\leftarrow$ IB	0.964	0.009	109,261	0.000
IB2 $\leftarrow$ IB	0.756	0.041	18,415	0.000
IB3 $\leftarrow$ IB	0.931	0.022	42,546	0.000
IB4 $\leftarrow$ IB	0.948	0.018	52,809	0.000
SL1 $\leftarrow$ SL	0.768	0.034	22,575	0.000
SL2 $\leftarrow$ SL	0.694	0.053	12,975	0.000
SL3 $\leftarrow$ SL	0.822	0.038	21,652	0.000
SL4 $\leftarrow$ SL	0.721	0.067	10,786	0.000

After it is known that all instruments meet the validity requirements, then the instrument reliability test is carried out. This test is conducted to determine the extent to which measuring instruments can be trusted or relied on. Based on Table 2 below, it shows that the alpha value of the research instrument in each variable is equal to or greater than the required value of 0.60, thus the research data can be said that the entire questionnaire instrument is valid and reliable ready to be tested further, because it has met the minimum requirements, as expressed by Sekaran (2000):



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**Table 2.** Reliability Test

	AVE	Composite Reliability	Cronbachs Alpha
HS	0.673	0.891	0.842
IB	0.816	0.946	0.922
SL	0.567	0.839	0.748

The results of the data analysis explain the influence of shopping lifestyle, hedonic shopping on impulse buying directly or indirectly through mediation as shown in Figure 2.



**Figure 2.** Result of Research

The following results of the direct effect statistical test are presented in table 3 below:

**Table 3.** The results of the analysis of the direct effect of the Variable Relationship Hypothesis

Hypothesis	Variable Relationships	Estimate			Information
		Path coefficient	t-statistic	p-value	
H1	SL → IB	0.554	6,245	0.007	Accepted
H2	HS → IB	0.263	2,720	0.000	Accepted
H3	HS → SL	0.875	36,775	0.000	Accepted

Based on Table 3, it can be seen that: Shopping Lifestyle (SL) has a positive and significant effect on online impulse buying (IB) in the marketplace. This is evidenced by the path value of the coefficient of 0.554 and a significant level of 0.007. Because t-statistic > 1.96 and p-value < 0.05, the effect is significant. Thus, hypothesis 1 is accepted. The effect of hedonic shopping (HS) on Impulse Buying (IB) is significant at the coefficient value of 0.263 and t-statistic of 2,720. Because t-statistic > 1.96 and p-

value  $<0.05$ , hedonic shopping has a significant effect on impulse buying (IB). This, hypothesis 2 is accepted. The influence of hedonic shopping on shopping lifestyle is significant at the coefficient value of 0.875 and t-statistic 36,775. Because the t-statistic  $> 1.96$  and p-value  $<0.05$ , it has a significant effect. Therefore, hypothesis 3 is accepted. This is in accordance with research conducted by Pattipeilohy, Rofiaty, & Idrus (2013), Saran et al., (2016) who also found that impulse buying can occur due to the hedonic consumption of visitors. Consumers can be directly moved to make purchases impulsively because of the desire to fulfill their personal needs, for example, to just pamper themselves. The results of this study are in line with research conducted by Okada (2007) which states that consumer lifestyles such as lifestyle in dealing with other people, innovative lifestyles, price-oriented lifestyles have been tested to influence purchasing behavior. From the calculation of the total effect in this research model, it proves that the variables of this study,

**Table 4.** Indirect Effect

	Original Sample	STDEV	t- statistic	p-value	Information
HS $\rightarrow$ SL $\rightarrow$ IB	0.485	0.083	5,853	0.000	Significant

Shopping Lifestyle mediates hedonic shopping against impulse buying. The results of the analysis obtained a t-statistic value of 5,853  $> 1.96$  and a p-value of 0.00  $<0.05$ , so the effect was significant. So we can infer that shopping lifestyle in mediating the influence of hedonic shopping to impulse buying, or H4 is accepted. Furthermore, the path coefficient of the indirect effect is 0.485 which is greater than its direct effect, 0.263, so that shopping lifestyle fully mediated the influence of hedonic shopping to impulse buying. The results of this study are in line with research conducted by Gültekin and Özer (2012) which states that hedonic shopping motives have a significant effect on impulse buying. The results of the indirect effect of the hedonic shopping variable on impulse buying through the shopping lifestyle variable.

## CONCLUSION

Based on the analysis of the influence of hedonic shopping and shopping lifestyle on impulse buying, the following conclusions can be drawn: hedonic shopping is able to influence impulse buying. Shopping lifestyle can directly influence impulse buying. Shopping lifestyle also mediates the relationship between hedonic shopping and impulse buying. The findings of this study indicate that shopping lifestyle can directly influence impulse buying, hedonic shopping will have a greater effect on impulse buying when it is mediated by shopping lifestyle, it is necessary to start by preparing consumer lifestyle needs for the benefit of the company, where shopping lifestyle support affects the formation of impulses. buying consumer, which then becomes the company 's strength in making changes Consumers who always enjoy shopping time can be used as an opportunity to increase sales by offering quality products, products that are in high demand, as well as taking advantage of price offers that can attract consumer attention such as purchase promos and discounts or discounts. Thus it is able to increase the sales volume that the company wants to achieve.

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